IN THE CLAIMS

Please amend the claims as follows:

Listing of Claims:

Claims 1-5 (Canceled).

6. (New) A content playback method comprising the steps of:

receiving content and control rule information for performing control of extracting search information in accordance with search characteristics of a user at a content playback terminal;

storing history information for search for the received content;

analyzing the received control rule information and extracting, from the history information, search information in accordance with the search characteristics of the user;

preferentially selecting new content corresponding to the search information; and

playing back the new content.

7. (New) The content playback method according to claim 6, wherein:

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the history information includes purchase history
information for products the user has purchased;

the search information includes information for a product of
a maximum number of purchases extracted from the purchase history
information; and

the step of preferentially selecting the new content
comprises a step of preferentially selecting new content
including the information for the product having a maximum number
of purchases.

8. (New)   The content playback method according to claim 6,
wherein:

the history information includes the purchase history
information for products the user has purchased;

the search information includes information for a product
purchased last, the information being further extracted from the
purchase history information based on purchase time information
for the product purchased last; and

the step of preferentially selecting the new content
comprises a step of preferentially selecting new content
including the information for the product purchased last.

9. (New) A content playback terminal comprising:

a communication section that receives content and control rule information for performing control of extracting search information in accordance with search characteristics of a user;

a storage section that stores history information for search for the received content;

a search information extracting section that analyzes the received control rule information and extracts, from the history information, the search information in accordance with the search characteristics of the user;

a content selection section that preferentially selects new content corresponding to the search information; and

a playback section that plays back the new content.

10. (New) A content providing system comprising:

a data transmission server that transmits data including content, content playback information for performing playback control for the content, and control rule information for performing control of extracting search information in accordance with search characteristics of a user; and

a content playback terminal,

wherein the content playback terminal comprises:

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a communication section that receives the data and the control rule information;

a storage section that stores history information for search for the received content;

a search information extracting section that analyzes the received control rule information and extracts, from the history information, the search information in accordance with the search characteristics of the user;

a content selection section that preferentially selects new content corresponding to the search information; and

a playback section that plays back the new content based on the content playback information.